Rep Order# 6840561 Ver# 1 Status New Traffic Order# 6840561 EC'd Yes

Printed: 08/10/2012 8:11 AM Last Received: 08/10/2012 8:01 AM

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV

) .RNC IE Advertiser (

RNC IÉ **Product** Estimate# 2992

Buyer Tracey Robinson

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency Sales Office (

& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/444/2992

Flight Dates 08/11/2012 - 08/17/2012

Hiatus Weeks

Salesperson Phone# Salesperson FAX#

Salesperson (

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 4

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THANKS, ANGELA

THIS IS A NEW CONTRACT TOTAL 11,500.00 PLS CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	1	SA	6A-7A	ACTN NWS SA@6A	:30	\$450.00	08/11-08/11	2	1	2	\$900.00	
Rating	2 j: 1.4	М	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/13-08/13	1	1	1	\$450.00	
Rating	3 j: 1.4	TU	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/14-08/14	1	1	1	\$450.00	
Rating	4 ;: 1.4	W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/15-08/15	1	1	1	\$450.00	
Rating	5 j: 1.4	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/16-08/16	1	1	1	\$450.00	
Rating	6 j: 1.4	F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/17-08/17	1	1	1	\$450.00	
Rating	7 g: 1.8	М	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/13-08/13	1	1	1	\$500.00	
Rating	8 j: 1.8	TU	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/14-08/14	1	1	1	\$500.00	

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08/10/2012 8:11 AM 08/10/2012 8:01 AM

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Station Advert Produc Estima	iser (t l	NV-TV LAS ().RNC RNC IE 2992			Agency (& PLA ALEX Agency C/P1/P2/	G Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
Buyer Phone# Fax#	-	Γracey Robins	son		Flight Dates 08/11/2012 - 08/17/2012 Hiatus Weeks				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	9 : 1.8	W	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/15-08/15	1	1	1	\$500.00	
Rating	10 : 1.8	TH	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/16-08/16	1	1	1	\$500.00	
Rating	11 : 1.8	F	5P-530P	ACTION NWS@5PM		:30	\$500.00	08/17-08/17	1	1	1	\$500.00	
Rating	12 : 1.2	М	730P-8P	MILLIONAIRE		:30	\$400.00	08/13-08/13	1	1	1	\$400.00	
Rating	13 : 1.2	W	730P-8P	MILLIONAIRE		:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating	14 : 1.2	F	730P-8P	MILLIONAIRE		:30	\$400.00	08/17-08/17	1	1	1	\$400.00	
Rating	15 : 2.5	TU	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating	16 : 2.5	TH	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	08/16-08/16	1	1	1	\$1,200.00	
Rating	17 : 1.2	М	1135P- 1205A	ABC-NITELINE		:30	\$450.00	08/13-08/13	1	1	1	\$450.00	
Rating	18	TU	1135P- 1205A	ABC-NITELINE		:30	\$450.00	08/14-08/14	1	1	1	\$450.00	

Rep Order# Traffic Order# 6840561 **Printed:** 08/10/2012 8:11 AM 3 of 6840561 Ver# Status New EC'd Yes Last Received: 08/10/2012 8:01 AM

:30

Showing Buylines: All Lines

1

1

1

\$450.00

08/17-08/17

KTNV-TV LAS VEGAS, NV) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Station Agency & PLACEMENT, 815 SLATER LANE Sales Office (Advertiser) .RNC IE) PHILADELPHIA **Product** RNC IE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY Estimate# 2992 Agency C/P1/P2/E 20/444/2992 Tracey Robinson Flight Dates 08/11/2012 - 08/17/2012 **Buver** Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-567-5938 Fax# LTSpots/Week # of Total Cost Day Time Program Len Rate Dates Total Ln Daypart Weeks Spots ____ ______ _____ 19 W 1135P-ABC-NITELINE :30 \$450.00 08/15-08/15 1 1 1 \$450.00 1205A Rating: 1.2 TH 1135P-ABC-NITELINE 1 20 :30 \$450.00 08/16-08/16 1 1 \$450.00 1205A Rating: 1.2

\$450.00

Rating: 1.2

---REPORT TOTALS---

21

Report Totals: 22 / \$11,500.00

F

1135P-

1205A

ABC-NITELINE

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$11,500.00

Sales Totals: 22 / \$11,500.00 Station Totals: 22 / \$11,500.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$127,778 0 응 0왕 67% 9% 0 % **KBLR** KLAS KSNV KTNV KTUD KVCW 1% KVMY 6% KVVU 17%

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE

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 1
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StationKTNV-TV LAS VEGAS, NVAgency() NATIONAL MEDIA RESEARCH PLANNNING Rep FirmAdvertiser() .RNC IE& PLACEMENT, 815 SLATER LANESales Office

& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314

Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

4 of 4

Agency C/P1/P2/E 20/444/2992

 Flight Dates
 08/11/2012 - 08/17/2012
 Salesperson Phone#
 215-567-6005

 Hiatus Weeks
 Salesperson FAX#
 215-567-5938

Buyer Phone# Fax#

Product

Estimate#

RNC IÉ

Tracey Robinson

2992